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607017229

Class	Subclass

ISSUE CLASSIFICATION

PROVISIONAL APPLICATION NUMBER SERIAL NUMBER 607017229 PROVISIONAL	FILING DATE 05/09/96	CLASS	SUBCLASS	GROUP ART UNIT	EXAMINER
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WILLIAM J. TOBIN, STAMFORD, CT.

CONTINUING DATA***
VERIFIED

FOREIGN/PCT APPLICATIONS***
VERIFIED

FOREIGN FILING LICENSE GRANTED 06/12/96

***** SMALL ENTITY

Foreign priority claimed Serial 119 conditions met	<input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> yes <input type="checkbox"/> no	AS FILED	STATE OR COUNTRY CT	SHEETS DRWGS 6	TOTAL CLAIMS	INDEX CLAIMS	FILING FEE RECEIVED \$76,300	ATTORNEYS DOCKET NO TOBIN
Verified and Acknowledged Examiner's Initials								

LEWIS & ASSOCIATES
145 ROUTE 1 NORTH
PO BOX 1366
EDISON NJ 08816-1366

TITLE
METHOD FOR CUSTOMIZING MARKETING SERVICES ON INTERNET SITES

U.S. DEPT. OF COMM. / PAT. & TM. - PTO-438L (Rev. 12-94)

Dew

60017229

PATENT APPLICATION



60017229

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INITIALS

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CONTENTS

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1.	Application Papers	
2.	Request for Examination	03-12-01
3.	Response to Office Action	03-12-01
4.	Notice of Allowance	10/6/03
5.	Notice of Publication	10/22/03
6.	Final Office Action	4-57-05
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POSITION	ID NO.	DATE
CLASSIFIER	10	6-3-96
EXAMINER		
TYPIST	501	4-2-96
VERIFIER	501	6-12-96
CORPS CORR.		
SPEC. HAND		
FILE MAINT		
DRAFTING		

604017229

PATENT APPLICATION SERIAL NO. _____

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
FEE RECORD SHEET

010 VJ 05/28/96 60017229
1 214 75.00 CK TOBIN2

BAR CODE LABEL 		U.S. PATENT APPLICATION			
SERIAL NUMBER 60/017,229 PROVISIONAL		FILING DATE 05/09/96	CLASS	GROUP ART UNIT	
APPLICANT	WILLIAM J. TOBIN, STAMFORD, CT. **CONTINUING DATA***** VERIFIED **FOREIGN/PCT APPLICATIONS***** VERIFIED FOREIGN FILING LICENSE GRANTED 06/12/96				
	***** SMALL ENTITY *****				
	STATE OR COUNTRY CT	SHEETS DRAWING 6	TOTAL CLAIMS	INDEPENDENT CLAIMS	FILING FEE RECEIVED \$75.00
ADDRESS	PLEVY & ASSOCIATES 146 ROUTE 1 NORTH PO BOX 1366 EDISON NJ 08818-1366				
TITLE	METHOD FOR CUSTOMIZING MARKETING SERVICES ON INTERNET SITES				
This is to certify that annexed hereto is a true copy from the records of the United States Patent and Trademark Office of the application which is identified above. By authority of the COMMISSIONER OF PATENTS AND TRADEMARKS					
Date		Certifying Officer			



604017229

PROVISIONAL APPLICATION COVER SHEET

This is a request for filing a Provisional application under 37.CFR 1.53(b)(2).

Docket Number	TOBIN-2	Type a plus sign(+) inside this box	+
Inventor(s)/Applicant(s)			
Last Name	First Name	Initial	Residence(City and Either State or Foreign Country)
TOBIN	WILLIAM	J.	134 Davenport Drive Stamford, CT 06902
Title of The Invention (280 characters max)			
METHOD FOR CUSTOMIZING MARKETING SERVICES ON INTERNET SITES			
Correspondence Address			
Plevy & Associates 146 Route 1 North P.O. Box 1366 Edison, New Jersey 08818-1366 (908) 572-3838 (908) 572-5693-Fax			
State	New Jersey	Zip Code	08818-1366
Country	U.S.A.		
Enclosed Application Parts (check all that apply)			
<input checked="" type="checkbox"/> Specification Number of Pages 12 <input checked="" type="checkbox"/> Small Entity Statement			
<input checked="" type="checkbox"/> Drawing(s) Number of Sheets 6 <input type="checkbox"/> Other (specify)			
Method of Payment (check one)			
<input checked="" type="checkbox"/> Check or money order is enclosed to cover Provisional filing fees			
<input type="checkbox"/> The Commissioner is hereby authorized to charge filing fees and credit Deposit Account No. 16-2131			

The invention was made by an agency of the United States Government or under a contract with an agency of the United States Government.

X No.

Yes, the name of the U.S. Government agency and the Government contract number are:

Respectfully submitted,

Signature

DATE

5/9/96

Typed or Printed name ARTHUR L. PLEVY, PLEVY & ASSOCIATES

REGISTRATION NO. 24,277

Additional inventors are being named on separately numbered sheets attached hereto.

MAIL ROOM
MAY 9 1996
TRADE MARK OFF.

ARTHUR L. PLEVY
PAUL A. SCHWARTZ
RUSSELL GROSS
DANIEL S. KESNER
JOSEPH J. KOLODZINSKI

CHRISTOPHER J. WARREN, Ph.D.
MEMBER OF NY BAR

PLEVY & ASSOCIATES
ATTORNEYS AT LAW

P.O. Box 1366
146 Route 1, North
Edison, New Jersey 08818-1366

(908) 572-5858

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FACSIMILE (908) 572-5963

OF COUNSEL
DEAN W. CHACE

May 9, 1996

Assistant Commissioner of Patents
Washington, DC 20231

RE: **Provisional Application**
TOBIN-2
Inventor: **WILLIAM TOBIN**
Entitled: **METHOD FOR CUSTOMIZING MARKETING**
SERVICES ON INTERNET SITES

Dear Sir:

Enclosed please find the following:

1. A Provisional Application consisting of 12 pages of specification;
2. 6 sheets of drawings;
3. a provisional application cover sheet
4. verified statement;
5. Check No. 5805 in the amount of \$75.00;
6. Certificate of Express Mail; and
7. a postcard receipt.

If there are any fees due and owing, please charge Deposit Account No. 16-2131.

Respectfully submitted,

ARTHUR L. PLEVY
Reg. No. 24,277

P.O. Box 1366
146 Route 1, North
Edison, NJ 08818-1366
(908) 572-5858
ALP/kr
Encls.



604017229

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of
Tobin

Atty Dkt #: Tobin-2 Pro

Serial No.: to be assigned

Filed: Herewith

For: METHOD FOR CUSTOMIZING
MARKETING SERVICES ON INTERNET
SITES

Assistant Commissioner of Patents
Washington, DC 20231

CERTIFICATE OF MAILING BY "EXPRESS MAIL"

Sir:

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Angie Cagliostro
Angie Cagliostro

ALP/kr



#175,00-214 A/proc
60/017229 TOBIN-2

METHOD FOR CUSTOMIZING MARKETING SERVICES ON INTERNET SITES

BACKGROUND OF THE INVENTION

The Internet which consists of world wide networks of computers communicating on the Transmission Control Protocol/Internet Protocol (TCP/IP) offers a variety of information exchange capabilities such as electronic mail (e-mail) file transfers between computers through the file transfer protocol (FTP) format. However, the HyperText interface to the Internet, known as the World Wide Web (WWW) is the fastest growing Internet function. The WWW uses Hyper Transport Protocol (HTTP) and HyperText Markup Language (HTML) to organize and present information and services throughout the Internet. Users accessing the WWW are able to utilize a system of "point and click" connections between information that allow them to jump from one information source to another on the Internet in a random, unstructured pattern.

As the Internet, and in particular the WWW and its random user movement capabilities, is increasingly used for consumer servicing, methods for marketing on the Internet must be developed. In particular, a method for marketing a service with various Internet service providers or sites is needed whereby the marketing service is customized in both graphic and content format to the specific Internet or Web site the consumer is browsing on to take advantage of the consumer's existing relationship or familiarity with

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the specific Internet site or Web site.

Accordingly, it is an object of the present invention to disclose a method for marketing an Internet consumer service specific to the Internet site from which the consumer service is being initially marketed.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 shows a home page marketing Valentine's Day related floral and gift services in accord with the present invention customized for an ISN Internet site.

FIG. 2 shows one of the content options linked to the home page of FIG. 1 through the icon links, lists and laughs.

FIG. 3 is a flow chart for implementing the floral and gift services of FIGS. 1 and 2 in accord with the present invention for the ISN Internet site.

FIG. 4 shows a home page marketing Valentine's Day related floral and gift services in accord with the present invention customized for a Playboy Internet site.

FIG. 5 shows one of the content options linked to the home page of FIG. 4 through the icon links, lists and laughs.

FIG. 6 is a flow chart for implementing the floral and gift services of FIGS. 4 and 5 in accord with the present invention for the Playboy Internet site.

FIG. 7 shows a home page marketing Valentine's Day related floral and gift services in accord with the present invention customized for a Pathfinder Internet site.

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DETAILED DESCRIPTION OF THE INVENTION

Essentially, the Internet is a network of various types of computers, connected over telecommunication lines, communicating with each other through a protocol known as Transmission Control Protocol/Internet Protocol (TCP/IP) for the purpose of exchanging information. Being "connected to the Internet" can mean anything from sending a simple message to a colleague across the state, to logging into another computer halfway around the world to search and retrieve text, graphics, sounds and even movies. Accessing the Internet requires a computer which has TCP/IP communication capabilities and is physically connected to the Internet with an identifiable Internet address. Many Internet service providers, such as Prodigy, America On Line, and CompuServe, offer access to the Internet through their TCP/IP compatible UNIX computers already connected to the Internet. A subscriber to one of these service providers need only have a personal computer and modem to make a telecommunication connection to the service provider's UNIX computer.

Various information exchanges on the Internet are available through functions such as electronic message exchange (E-mail) and File Transfer Protocol (FTP or ftp.). Electronic mail is a service that allows two people to send messages to each other in a near real time manner. Messages can be sent to one address or multiple addresses. E-mail can also be used to retrieve documents from others computers on the Internet. FTP

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refers to moving files from one place to another on the Internet. The files may contain electronic documents, images, sounds, etc. Anything stored on the computer can be moved with FTP.

In recent years, a new mode of navigating through the Internet called the World Wide Web (WWW) has emerged which provides a HyperText interface to information on the Internet. The WWW uses the client-server model of computer interaction, with the server being a computer on the Internet providing information, and the client being a computer retrieving the information. The normal way to navigate through the Internet is by moving through directory trees of information, whereby moving from node to node requires providing an address for each node. Likewise if the nodes are Internet sites, computers on the Internet, movement from one site to another requires providing an address for each site. In contrast, with the HyperText interface information can be stored and retrieved in a non-hierarchical structure. In essence, one can "jump" from one place of information on the Internet to the another through a series of "HyperText links" created by someone. A HyperText link can literally allow one to simply select a word, using a mouse or key command, and immediately be transported to another document on the Internet halfway around the world.

In a HyperText interface all the technical aspects of moving from computer to computer are hidden, leaving the client free to explore without interference.

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Communication through the WWW function is by a HyperText Transport Protocol which uses a HyperText Markup Language (HTML). The HTML uses Uniform Resource Locators (URLs), which are a way of specifying the location of something on the Internet, to make the HyperText links. A standard form of URL address for accessing a particular word 26 marked by HTML, in a chapter called web-chapter, in a book stored on a hard drive in a WWW server is: <http://dggf21.xpr.cs.wvu/book/web-chapter.html#word 26>. The **http** connection at the beginning identifies this address to the Internet as a WWW server.

Access to the WWW requires a software tool often called a client or browser which is installed on the computer used to access the Internet, or installed on an Internet service provider's computer on the Internet that offers access to the WWW browser. Browsers may be text based line browsers or, graphical based browsers such as Mosaic or Netscape.

The Internet is being increasingly used for commerce by companies with Internet sites or services providing opportunities to consumers to make purchases. In addition to automated secured transactions, commerce on the Internet requires development of software based marketing tools unique to the Internet structure. Typically, when a web site points to another web server the URL of the web server will appear to indicate that a transfer in Internet sites will occur if the browser executes a HyperText link transfer. As a result, consumers may feel a reluctance to conduct transactions through an Internet

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site that they have not directly signed on nor had a longstanding relationship with. Accordingly there is a need for customized marketing on the Internet whereby a consumer browsing on an initial Internet site is offered services which are in fact processed by another remote Internet site or host in a manner appearing to the consumer that the offered service is being processed by the initial Internet site.

Although the present invention can be used in many applications which can utilize marketing tools unique to the Internet structure and customized marketing through the pointing Internet sites, the present invention is described in its application to PC Flowers & Gifts, an Internet site providing floral and gift purchasing services through the Internet.

Accordingly, the present invention will be described in its application to the PC Flowers & Gifts marketing program whereby other Internet service providers or sites display offers of floral and gift services customized to their Internet site, but are in fact processed by a remote PC Flowers & Gifts based Internet site in a manner leaving the consumer with the impression that the offering Internet site is providing and processing the floral and gift services. The home pages of the offering Internet sites are customized in both graphic and content format to give consumers the impression that they are utilizing the content of the specific web site or on line service on which they have been browsing.

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Marketing on the Internet presents problems as to how to customize marketing services through various Internet participants so as to appear that the marketing services are being provided by the pointing Internet site. Typically, when browsing on a web site which is pointing to a web server, the URL of the web server appears, rather than the URL of the pointing web site, which clearly indicates that a transfer in Internet sites will occur if a HyperText transfer is executed.

PC Flowers & Gifts has completely redesigned its web site to be extremely user friendly and to be in a database format. The database format enables development of "private label" floral and gift services that can be customized for many of the major web sites on the Internet and the three online services. For example, if a consumer were to visit one of the private label floral and gift services home page of Internet sites such as Pathfinder, Playboy, ISN or any of the three online services, all the graphics and product categories on each of the services could be customized under the guidelines established by each individual web site or online service. This would allow each individual web site or online service to host a floral and gift service appearing to the consumer to be part of their Internet content residing on their web servers and online services respectively.

The web sites which might point to the PC Flowers & Gifts web server, such as Playboy, ISN or Pathfinder will make a "c" in their domain server to point to one of the

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two Silicone Graphic servers at Magnet Interactive Studios which are hosting the PC Flowers & Gifts service. The domain server is a database that translates the domain names into numerical value IP addresses. Domain names are an Internet address such as @domain.name which is an alias of the location's Internet IP address; IP (Internet protocol) being the integral protocol used by the Internet for data transfers such as TCP/IP. Consequently, the URL of the pointing web site will appear on the home page as opposed to the URL of the Magnet Web server or the PC Flowers & Gifts URL, thus insuring the consumer's feeling that they are on the pointing web site or on line service.

The advantages of a customized floral and gift service to the various web sites and online services are: building the brand name and identity of their own floral and gift service; taking advantage of the event driven nature of the floral and gift business on a monthly basis to promote their own site and to generate traffic; and, utilizing the content of the PC Flowers & Gifts floral and gift service to their own marketing advantages. In addition, the various web sites and online services can utilize the unique capabilities of the PC Flowers & Gifts service such as the gift reminder service which is part of the content of the PC Flowers & Gifts service in order to develop a close relationship with their consumers and gain permission to enter the consumer's mailbox in order to remind of various upcoming gift events.

FIGS. 1-6 illustrate the unique flexibility of the PC Flowers & Gifts "private label"

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service. Should ISN, Playboy or Pathfinder feel that only ten of the 35 floral selections in the PC Flowers & Gifts floral section apply to their upscale online consumers, the "ISN Flowers and Gifts", "Playboy Flowers and Gifts" or "Pathfinder Flowers and Gifts" service are customized in such a way that when the online consumer enters their private label service, the online consumer in fact only sees those ten floral products.

The service is customized in both graphic and content format to give the consumer the impression that the consumer is utilizing the content of the specific web site or online service on which the consumer has been browsing. It is transparent to the online consumer that the consumer has in fact left the web site or online service and is actually viewing the content of the PC Flowers and Gifts service which is hosted on the Silicone Graphics servers located at Magnet Interactive Studios in Washington, DC. When the online consumer chooses to place an order, the consumer is again transported seamlessly to the PC Flowers & Gifts Silicone Graphics Server with no knowledge that the consumer has in fact left the web site or online service. This total customization of graphics and content generated "on the fly" is possible by the entire web site being developed and designed in a database format.

Referring now to FIGS. 1 and 2, there are shown, respectively, a home page 10 marketing Valentine's Day related floral and gift services, and one of the content options 20 linked to the home page through the icon links, lists and laughs 14 for a brand name

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Internet site, i.e. ISN. The content of the home page, 10 and the content option 20, are customized with references to a brand name Internet site, i.e. ISN, at 11, 12, 13, 21, and 22, so as to give the impression that the floral and gift services are provided directly by the brand name Internet site. In accord with the flow chart of FIG. 3, a consumer who elects to purchase while browsing on the ISN Flowers & Gifts home page (10) 301 is transferred to the PC Flowers & Gifts/ISN front office 302. The consumer enters into the actual content portion 20 of the service located on a Silicon Graphics web server which resides at Magnet Interactive Studios in Washington, DC 302. To place an order the consumer enters into a Transaction Management System (TMS) which is located in Washington, DC 303. The transactions or orders are transmitted by the TMS system to PC Flowers & Gifts and its marketing partners which reside in the PC Flowers & Gifts platform 304, i.e. Russ Berrie, Hickory farms, and American Greetings.

Referring now to FIGS. 4 and 5, there are shown, respectively, a home page 40 marketing Valentine's Day related floral and gift services, and one of the content options 50 linked to the home page through the icon links, lists and laughs 44 for a brand name Internet site, i.e. Playboy. The content of the home page, 40 and content option 50, are customized with references to the a brand name Internet site, i.e. Playboy, at 41, 42, 43, 51, and 52, so as to give the impression that the floral and gift services are provided directly by the brand name Internet site. In accord with the flow chart of FIG. 6, a consumer who elects to purchase while browsing on the Playboy Flowers & Gifts home

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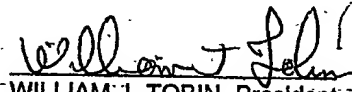
page (40) 601 is transferred to the PC Flowers & Gifts/Playboy front office 602. The consumer enters into the actual content portion 50 of the service located on a Silicon Graphics web server which resides at Magnet Interactive Studios in Washington, DC 602. To place an order the consumer enters into a Transaction Management System (TMS) which is located in Washington, DC 603. The transactions or orders are transmitted by the TMS system to PC Flowers & Gifts and its marketing partners which reside in the PC Flowers & Gifts platform 604, i.e. Russ Berrie, Hickory farms, and American Greetings.

Referring now to FIG. 7 there is shown a home page marketing Valentine's Day related floral and gift services in accord with the present invention customized for the Pathfinder Internet site. The content of the home page 70 is customized with references to the Pathfinder Internet site 71, 72 and 73, so as to give the impression that the floral and gift services are provided directly by the Pathfinder Internet Site. To complete transactions initiated from home page 70, the consumer is navigated in accord with the steps detailed in FIGS. 3 and 6.

It should be understood that the embodiment described herein is merely exemplary and that a person skilled in the art may make many variations and modifications to this embodiment utilizing functionally equivalent methods or elements to those described herein. Any and all such variations or modifications as well as others which may become

TOBIN-2

apparent to those skilled in the art, are intended to be included within the scope of the invention as defined by the specification.


WILLIAM J. TOBIN, President
PC Flowers & Gifts

Applicant or Patentee: WILLIAM J. TOBIN

Serial or Patent No.: (to be assigned)

Attorney's

Filed or Issued: (herewith)

Docket No.: TOBIN-2

For: METHOD FOR CUSTOMIZING MARKETING SERVICES ON INTERNET SITES

**VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY STATUS
(37 CFR 1.9 (f) and 1.27 (b)) -- INDEPENDENT INVENTOR**

As a below-named inventor, I hereby declare that I qualify as an independent inventor as defined in 37 CFR 1.9(c), for purposes of paying reduced fees under section 41 (a) and (b) of Title 35, United States Code, to the Patent and Trademark Office with regard to the invention entitled METHOD FOR CUSTOMIZING MARKETING SERVICES ON INTERNET SITES

☒ the specification filed herewith described in
☐ application serial no. _____ filed _____
☐ patent no. _____ issued _____

I have not assigned, granted, conveyed or licensed and am under no obligation under contract or law to assign, grant, convey or license, any rights in the invention to any person who could not be classified as an independent inventor under 37 CFR 1.9(c) if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e).

Each person, concern or organization to which I have assigned, granted, conveyed, or licensed or am under an obligation under contract or law to assign, grant, convey, or license any rights in the invention is listed below:

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☐ persons, concerns or organizations listed below*

*NOTE: Separate verified statements are required from each named person, concern or organization having rights to the invention averring to their status as small entities. (37 CFR 1.27)

FULL NAME _____

ADDRESS _____
☐ Individual ☐ Small Business Concern ☐ Nonprofit Organization

FULL NAME _____

ADDRESS _____
☐ Individual ☐ Small Business Concern ☐ Nonprofit Organization

FULL NAME _____

ADDRESS _____
☐ Individual ☐ Small Business Concern ☐ Nonprofit Organization

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

WILLIAM J. TOBIN

NAME OF INVENTOR

NAME OF INVENTOR

NAME OF INVENTOR

William J. Tobin
Signature of Inventor

William J. Tobin
Signature of Inventor

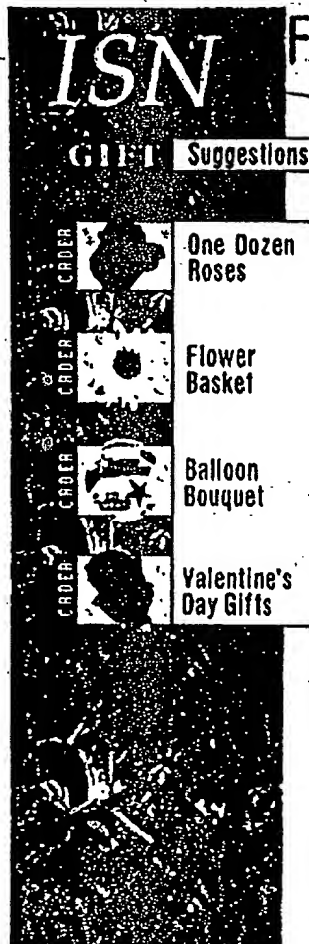
Signature of Inventor

5/6/96
Date

Date

Date

80/017229



Flowers
& GIFTS

Valentine's Day
February 14th



shop by occasion
shop by category
links, lists & laughs
how it works
CreaaCard online

Optimal viewing of the ISN Flowers & Gifts web site requires a web browser that supports authentication, forms, tables, and backgrounds. To place an order, an SSL enabled browser is required.

Copyright 1995
PC Flowers

Talk to
ISN Flowers

Inquire About
An Order

FIG. 1

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20

ISN Flowers & GIFTS

LINKS, LISTS & LAUGHS

GIFT Suggestions

22



One Dozen
Roses



Flower
Basket



Balloon
Bouquet



Christmas
Gifts

HOME

holiday information

the language of flowers

anniversary etiquette

birthday flowers & birthstones

all about roses

all about plants & flowers

web sites to visit

OCCASION	CATEGORY	HOW IT WORKS	LINKS, LISTS, LAUGHS	E-MAIL REMINDER
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Copyright 1995
PC Flowers

Talk to
ISN Flowers

Inquire About
An Order

21

FIG. 2

604017229

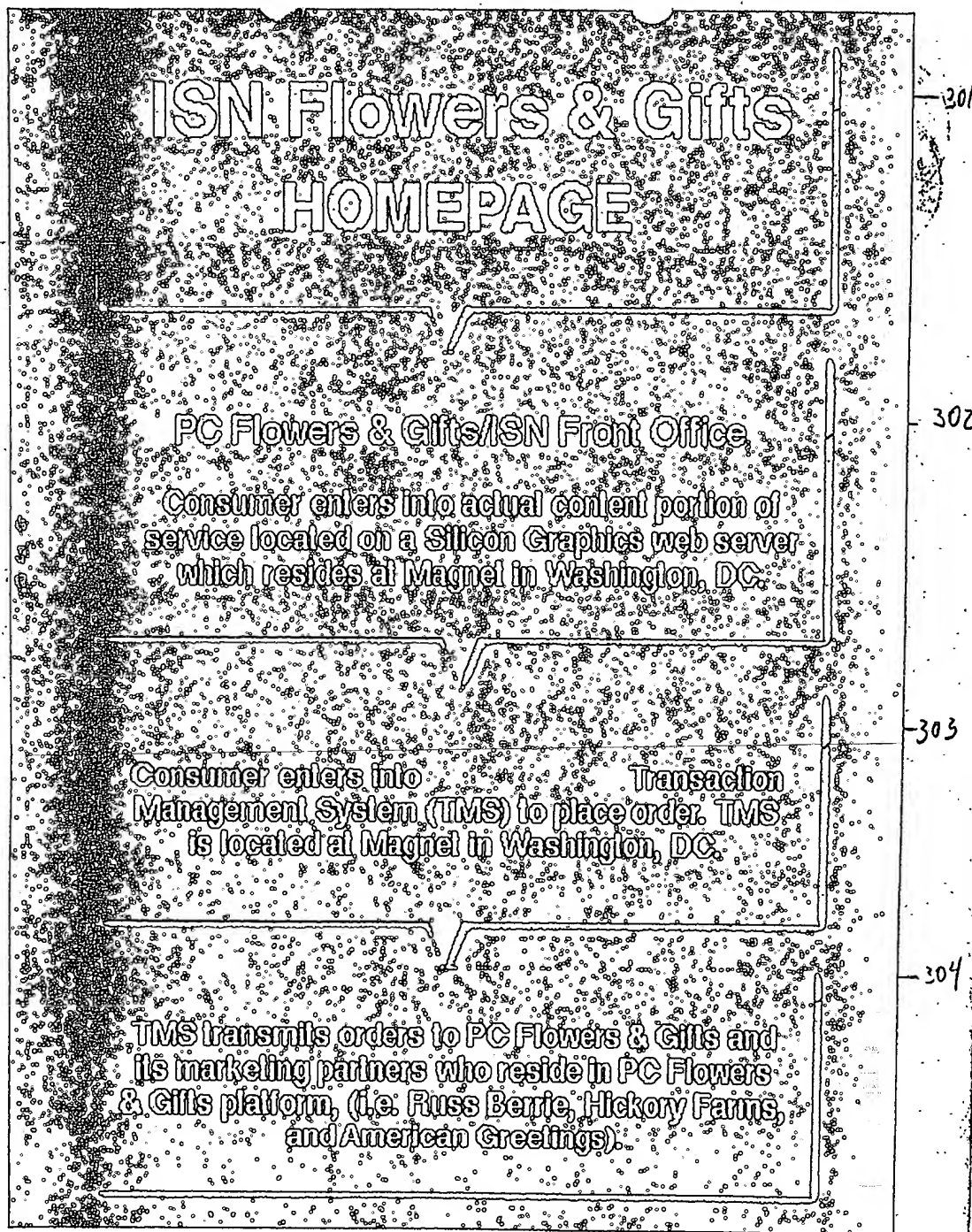


FIG. 3

60/077229



40

Playboy Flowers & GIFTS

Valentine's Day
February 14th



GIFT Suggestions

42



One Dozen
Roses



Flower
Basket



Balloon
Bouquet



Valentine's
Day Gifts



shop by occasion

shop by category

links, lists & laughs

how it works

CreataCard online

44

43

Optimal viewing of the Playboy Flowers & Gifts web site requires a web browser that supports authentication, forms, tables, and backgrounds. To place an order, an SSL enabled browser is required.

Copyright 1995
PC Flowers

Talk to
Playboy Flowers

Inquire About
An Order

41

FIG. 4

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Playboy Flowers & GIFTS

LINKS, LISTS & LAUGHS

GIFT Suggestions

- One Dozen Roses
- Flower Basket
- Balloon Bouquet
- Christmas Gifts

holiday information
the language of flowers
anniversary etiquette
birthday flowers & birthstones
all about roses
all about plants & flowers
web sites to visit

HOME

OCCASION CATEGORY HOW IT WORKS LINKS, LISTS, LAUGHS E-MAIL REMINDER

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PC Flowers

Talk to
Playboy Flowers

Inquire About
An Order

FIG 5

00/017220

Playboy Flowers & Gifts HOMEPAGE

PC Flowers & Gifts/Playboy Front Office

Consumer enters into actual content portion of service located on a Silicon Graphics web server which resides at Magnel in Washington, DC.

Consumer enters into Transaction Management System (TMS) to place order. TMS is located at Magnel in Washington, DC.

TMS transmits orders to PC Flowers & Gifts and its marketing partners who reside in PC Flowers & Gifts platform, (i.e. Russ Berrie, Hickory Farms, and American Greetings).

REQUEST FOR ACCESS OF ABANDONED APPLICATION UNDER 37 CFR 1.14(a)

Received

MAR 12 2001

Technology Center 2100

In re Application of <u>Tobin</u>	
Application Number <u>60/07229</u>	Filed <u>1-22-96</u>
Group Art Unit	Examiner

Paper No. 2

Assistant Commissioner for Patents
Washington, DC 20231

I hereby request access under 37 CFR 1.14(a)(3)(iv) to the application file record of the above-identified ABANDONED application, which is: (CHECK ONE)

- ☒ (A) referred to in United States Patent Number 6,416,666, column _____
- ☐ (B) referred to in an application that is open to public inspection as set forth in 37 CFR 1.11, i.e., Application No. _____, filed _____, on page _____ of paper number _____
- ☐ (C) an application that claims the benefit of the filing date of an application that is open to public inspection, i.e., Application No. _____, filed _____, or
- ☐ (D) an application in which the applicant has filed an authorization to lay open the complete application to the public.

Please direct any correspondence concerning this request to the following address:

Frank H. Murphy
Signature
Frank H. Murphy
Typed or printed name

3-12-01
Date

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(Initials)

Unit: _____

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REQUEST FOR ACCESS OF ABANDONED APPLICATION UNDER 37 CFR 1.14(a)

Received
MAR 12 2001
Technology Center 2100

In re Application of

Application Number

Filed

60-017229

Jan 22 86

Group Art Unit

Examiner

Paper No. 3

Assistant Commissioner for Patents
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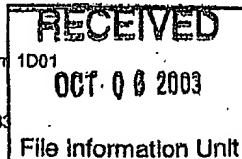
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US006141666A

United States Patent (19)

Tobin

(11) Patent Number: 6,141,666

(45) Date of Patent: Oct. 31, 2000

(34) METHOD AND SYSTEM FOR
CUSTOMIZING MARKETING SERVICES ON
NETWORKS COMMUNICATING WITH
HYPERTEXT TAGGING CONVENTIONS

(75) Inventor: William J. Tobin, Stamford, Conn.

(73) Assignee: Internet Consultants I.L.C., Stamford,
Conn.

(21) Appl. No.: 08/785,321

(22) Filed: Jan. 21, 1997

Related U.S. Application Data

(60) Provisional application No. 60/017,229, Jan. 22, 1996, and
provisional application No. 60/010,372, May 22, 1996.

(51) Int. Cl. G06F 17/21; G06F 17/60

(52) U.S. Cl. 707/513; 705/27; 709/218

(58) Field of Search 705/1, 14, 26,
705/27; 709/203, 217, 218, 219; 707/513,
10

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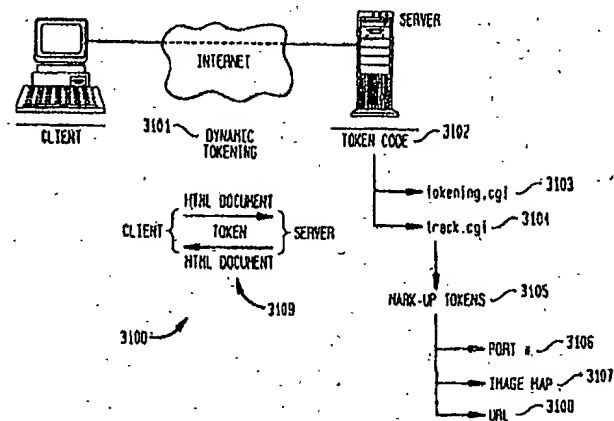
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Primary Examiner—Joseph H. Pellid
Attorney, Agent, or Firm—Arthur L. Plovoy, Buchanan
Ingersoll PC

[57] ABSTRACT

The present server based communications system provides dynamic customization of hypertext tagged documents presented to clients accessing the system. The customization, which pertains to the content of the documents, is based on the specific requirements of a class to which the client belongs to. The class may be defined by the identity of the source which refers the client to the system. The system utilizes a database which dynamically retrieves stored data in response to a server software tool which configures the data into hypertext tagged documents. The system utilizes a dynamic token scheme to pass the identity of the referring network site from document to document to eventual purchase document accessed by the client through the hypertext tags.

42 Claims, 39 Drawing Sheets



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